



# ORDER

Flight Dates 10/03/12-10/16/12

Contract / Revision 313644 /

Original Date / Revision  
10/03/12 10/03/12

Advertiser Club for Growth Action

Agency Target Enterprises

Buying Contact

15260 Ventura Boulevard - Suite #1  
Sherman Oaks, CA 91403-5347

Product  
CFGA-Arizona

Agency Com 15%

Billing Contact

15260 Ventura Boulevard - Suite #1  
Sherman Oaks, CA 91403-5347

Sales Office KNXVL

Sales Region LOC

Agency Ref

Order Sep 00:15:00

Estimate # 366

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
KNXV House

Account Executive	Order%	Start Date	End Date
KNXV House	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	90	\$75,225.00	\$88,500.00	0.00
Totals	90	\$75,225.00	\$88,500.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/16/12	90	\$75,225.00	\$88,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	KNXV	10/08/12	10/16/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	3	\$600.00	P-1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		3			\$600.00			0.00			
		Week: 10/15/12	10/21/12	MT-----		2			\$600.00			0.00			
E 2	KNXV	10/03/12	10/16/12	M-F 10am-11am The View	CM	10am-11am	MTWTF--	:30	3	\$400.00	P-1	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--		3			\$400.00			0.00			
		Week: 10/08/12	10/14/12	MTWTF--		5			\$400.00			0.00			
		Week: 10/15/12	10/21/12	MT-----		2			\$400.00			0.00			



KNXV

Print Date: 10/03/12

Page 2 of 3

Contract / Revision **313644** Flight Dates **10/03/12-10/16/12**

Hiatus Dates

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:15:00

Advertiser **Club for Growth Action** Product **CFGA-Arizona**

Estimate # **366**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 2	KNXV	10/03/12	10/16/12	M-F 10am-11am The View	CM	10am-11am	MTWTF--	:30	3	\$400.00	P-1	0.00 NM	10	\$4,000.00
E 3	KNXV	10/03/12	10/16/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MTWTF--	:30	3	\$400.00	P-1	0.00 NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/01/12	10/07/12	--WTF--		3			\$400.00			0.00		
	Week:	10/08/12	10/14/12	MTWTF--		5			\$400.00			0.00		
	Week:	10/15/12	10/21/12	MT-----		2			\$400.00			0.00		
E 4	KNXV	10/03/12	10/16/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	3	\$1,200.00	P-1	0.00 NM	10	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/01/12	10/07/12	--WTF--		3			\$1,200.00			0.00		
	Week:	10/08/12	10/14/12	MTWTF--		5			\$1,200.00			0.00		
	Week:	10/15/12	10/21/12	MT-----		2			\$1,200.00			0.00		
E 5	KNXV	10/03/12	10/16/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm	MTWTF--	:30	3	\$1,500.00	P-1	0.00 NM	10	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/01/12	10/07/12	--WTF--		3			\$1,500.00			0.00		
	Week:	10/08/12	10/14/12	MTWTF--		5			\$1,500.00			0.00		
	Week:	10/15/12	10/21/12	MT-----		2			\$1,500.00			0.00		
E 6	KNXV	10/03/12	10/16/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	3	\$1,200.00	P-1	0.00 NM	9	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/01/12	10/07/12	--WTF--		3			\$1,200.00			0.00		
	Week:	10/08/12	10/14/12	MTWTF--		5			\$1,200.00			0.00		
	Week:	10/15/12	10/21/12	MT-----		2			\$1,200.00			0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	10	KNXV	10/15/12-10/21/12	M-F 6pm-630pm		6pm-630pm	MT-----	:30		<del>(\$1,200.00)</del>		0.00 NM		
	See MG 7.11,7.12													
	[na due to program change preempt rv 10/2]													
E 7	KNXV	10/03/12	10/16/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTWTF--	:30	3	\$1,200.00	P-1	0.00 NM	11	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/01/12	10/07/12	--WTF--		3			\$1,200.00			0.00		
	Week:	10/08/12	10/14/12	MTWTF--		5			\$1,200.00			0.00		
	Week:	10/15/12	10/21/12	MT-----		2			\$1,200.00			0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	9	KNXV	10/15/12-10/21/12	M-F 630pm-7pm		630pm-7pm	MT-----	:30		<del>(\$1,200.00)</del>		0.00 NM		
	See MG 7.11,7.12													
	[na due to program change preempt rv 10/2]													
	11	KNXV	10/16/12-10/16/12	Prime News		8p-9p	-T-----	:30		\$1,200.00		0.00 NM		
	Ⓜ MG for 6.10,7.9													
	12	KNXV	10/16/12-10/16/12	Prime News		8p-9p	-T-----	:30		\$1,200.00		0.00 NM		
	Ⓜ MG for 6.10,7.9													
E 8	KNXV	10/03/12	10/16/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	3	\$1,800.00	P-1	0.00 NM	10	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/01/12	10/07/12	--WTF--		3			\$1,800.00			0.00		
	Week:	10/08/12	10/14/12	MTWTF--		5			\$1,800.00			0.00		
	Week:	10/15/12	10/21/12	MT-----		2			\$1,800.00			0.00		
E 9	KNXV	10/03/12	10/16/12	Nightline Nightline	CM	1035p-1102p	MTWTF--	:30	3	\$600.00	P-1	0.00 NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		



KNXV

Print Date: 10/03/12

Page 3 of 3

**KNXV-TV  
PHOENIX**Contract / Revision    **313644**    Flight Dates **10/03/12-10/16/12**Hiatus DatesOriginal Date / Revision    10/03/12/    10/03/12Order Sep    00:15:00Advertiser    **Club for Growth Action**    Product **CFG-Arizona**Estimate #    **366**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 9	KNXV	10/03/12	10/16/12	Nightline Nightline	CM	1035p-1102p	MTWTF--	:30	3	\$600.00	P-1	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$600.00		0.00			
Week:		10/08/12	10/14/12	MTWTF--					5	\$600.00		0.00			
Week:		10/15/12	10/21/12	MT-----					2	\$600.00		0.00			
E 10	KNXV	10/03/12	10/12/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	3	\$500.00	P-1	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$500.00		0.00			
Week:		10/08/12	10/14/12	MTWTF--					2	\$500.00		0.00			
														<b>Totals</b>	<b>90 \$88,500.00</b>
*Tax 1 Note: Tax 0.5%.															

\*Tax 1 Note: Tax 0.5%.